Center for Career ining

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Course Name: Social Media
Course Number: ITSW 1038
Dates: 4/21/26 – 4/28/26
Time: 6:00 PM – 9:00 PM
Instructor: Christina Howard
E-mail: christina.howard1212@gmail.com
Office Hours: By appointment only

Course Description:
The objective of this course is to teach students how to create a brand, increase market share, improve sales, gain new customers and grow a business on the web. Students will learn how to create an effective Facebook, LinkedIn and Twitter marketing plan, write and publish blogs that are designed to increase business, develop an e-mail marketing strategy that will inspire customers and avoid common pitfalls. Lec 20, Lab 00 Ext 00, Total hours 20. [Prerequisites: None]

Course Objectives:
- Explain the role and purpose of social media in business, marketing, and career development.
- Identify and describe their appropriate professional uses of the major social media platforms.
- Demonstrate ethical and responsible social media practices in a workplace context.
- Create engaging, clear, and audience-appropriate social media content.
- Apply basic communication and branding principles when posting on behalf of an organization.
- Reflect on how social media skills can support personal career goals as well as organizational success.

Resources:
https://edu.gcfglobal.org/en/topics/socialmedia/

Instructional Methods
Lecture, PowerPoint, Handouts

Grading Scale
500 - 440 = A
439 - 380 = B
379 - 320

Academics **Attendance** **Attire** **Attitude**
Ask Questions

Grading System

Attendance & Participation	100	
https://edu.gcfglobal.org/en/topics/socialmedia/		100
Summary of PPT Presentation	100	
Post for Your Small Business	100	
Exam	100	
Total points:	**500**	

The instructor has a right to amend this syllabus as needed.

5-Day Lesson Plan Guide
Course: Social Media (ITSW 1038)
Format: Short, instructor-facing plan

Day 1 – Foundations of Social Media in Business
Objectives Addressed:

- **Explain the role and purpose of social media in business, marketing, and career development.**

Focus:

- **What social media is**
- **Why businesses use it**
- **How it affects careers**

Activities:

- **Lecture with examples**
- **Class discussion: personal vs. professional use**

Assessment:

- **Informal discussion / participation**

Day 2 – Professional Platforms & Appropriate Use
Objectives Addressed:

- **Identify and describe appropriate professional uses of major social media platforms.**

Focus:

- **Facebook, LinkedIn, X (Twitter), Instagram**
- **Matching platforms to business goals**

Activities:

- **Platform overview**
- **Analyze sample business pages**

Assessment:

- **Guided discussion or short reflection**

Day 3 – Ethics, Policies & Digital Responsibility
Objectives Addressed:

- **Demonstrate ethical and responsible social media practices in a workplace context.**

Focus:

- **Company policies**
- **Confidentiality**

Academics Attendance Attire Attitude Ask Questions

- **Professional conduct**

Activities:

- **Workplace scenarios**
- **“What not to post” discussion**

Assessment:

- **Scenario-based responses**

Day 4 – Content Creation & Branding Basics
Objectives Addressed:

- **Create engaging, clear, and audience-appropriate social media content.**
- **Apply basic communication and branding principles when posting on behalf of an organization.**

Focus:

- **Tone, clarity, branding**
- **Writing professional posts**

Activities:

- **Draft a business social media post**
- **Peer feedback**

Assessment:

- **Small Business Social Media Post**

Day 5 – Career Connection & Reflection
Objectives Addressed:

- **Reflect on how social media skills support career goals and organizational success.**

Focus:

- **Employability**
- **Professional digital presence**

Activities:

- **Reflection discussion**
- **Review of key concepts**

Assessment:

- **PPT summary or written reflection**

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Academics **Attendance** **Attire** **Attitude**
Ask Questions